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ABSTRACT

This book gives step-by-step instructions on how to design, implement, and present an evaluation study for a museum or other settings for informal education, and it presents guidelines for studying the experiences of visitors in informal educational settings. The chapters are: (1) "Planning an Evaluation Project"; (2) "Informal Learning"; (3) "Protecting and Selecting Subjects"; (4) "Observational Tools"; (5) "Interviews and Questionnaires"; (6) "Measuring Learning"; (7) "Presenting and Analyzing Data"; and (8) "Preparing an Evaluation Report." (Contains 26 figures, 14 tables, and 92 references.) (SLD)

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